

**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday – January 25, 2023
4:00 pm**

**RED LION HOTEL KALISPELL
BUSINESS MEETING AND ANNUAL MEETING**

4:00 p.m. Business Meeting

Meeting Called to Order: Bryce Baker, Chairman of the Board

Hear from the Public - Members of the public are invited to present information related to the Tourism Business Improvement District. Presenters are limited to three (3) minutes each.

Board Action Items

- a) Approval of minutes from December 14, 2022
- b) TBID financial statements for November and December 2022
- c) Event grant applications – approval of financial award

4:15 p.m. Discover Kalispell-TBID Annual Meeting

5:15 p.m. Reception

Enclosures: December 14, 2022 minutes
TBID financial statements for November and December 2022
KCVB Reports

For Further Information Please Contact:

Bryce Baker, Board Chair - kalispell@myplacehotels.com 406-752-4847
Diane Medler, KCVB Director diane@discoverkalispell.com or 406-758-2808

2023 TBID Board Meeting Schedule (subject to change)

(Meetings are held at the Kalispell Chamber unless otherwise notified)

January 25	February 22	March 22	April 26	May 24	June 28
July 28	August 23	September 27	October 25	December 13	

Note: Other than the meeting starting time, times listed are approximate and agenda items may be rearranged.
Action may be taken on any item listed on the agenda. Public comment is welcome on all items.



**Board of Directors Meeting
Kalispell Tourism Business Improvement District
Wednesday, December 14, 2022
3:00 pm – 5:00 pm**

Location: Marriott Springhill Suites, 250 Old Reserve Drive, Kalispell MT

Board Members Present: Britta Joy, Zac Ford, Robert Hall, Skyler Rieke, Bryce Baker

Zoom: Dawn Hendrickson

Absent: None

Staff Present: Marisa Mikonis, Diane Medler, Dawn Jackson, Lorraine Clarno

Guest: Kisa Davison - KBID, Dan Moderie – Super 8, Fabiano Pereira - HGI, Hailey Wilson – Super 8

Guest Zoom: Cathy Ritter – Better Destinations

MINUTES

The meeting was called to order at 3:02 PM by Bryce Baker, Chair of the Board.

1. Hear from the Public – None.
2. Grant Application presentation – Kisa Davison, Kalispell Business Improvement District.
 - Davison presented the Community Development Grant Application to expand and improve downtown Kalispell holiday decorations. The 2022 Holiday Stroll had a huge turn out and they would like to improve the experience with further decorations. The BID funded enough for development for Main Street and Depot Park to add LED snowflakes and other new LED swag. They would like to expand the boundaries further to 1st Ave East and West and Center to 5th. Application is for \$5,000 (50/50 match) for the long-term goals and plans for downtown.
3. Community Engagement Study on Growth Sentiment; Cathy Ritter – Better Destinations
 - Ritter presented a review on the outcome of the Community Engagement Study, how major changes in the community have impacted resident's attitudes towards tourism and community growth and what direction they'd like the community to go.
 - 385 residents had completed the study, 13 in-depth interviews and two, 90-minute public engagement sessions with around 30 participants. Resident had volunteered their time from all different occupations, ages ranges, incomes and perspectives to lend their perspectives.
 - Discover Kalispell and TBID board will utilize this input to inform our strategy and initiatives.

4. Board Action Items

a) Approval of minutes from October 26, 2022

- Motion was made by Zac Ford to approve the minutes. Motion was seconded by Robert Hall. Discussion: none. Board approved unanimously.

b) Approval of financials for October 2022

- Motion was made by Britta Joy to approve the minutes. Motion was seconded by Zac Ford. Discussion: none. Board approved unanimously.

c) Approval of indoor sports facility Market Opportunity Report and Facility Program & Opinion of Cost reports by Sport Facilities Company

- Motion was made by Skyler Rieke to approve the Indoor Sport Facility Market Opportunity Report. Motion was seconded by Zac Ford. Discussion: Next steps are to share the report with investors and other community leaders that are interested in the project. The Opinion of Cost report is provided in an additional format to include a larger building for indoor turf. Board approved unanimously.

d) Approval of Grant Applications

- Motion was made by Britta Joy to approve \$5,000 as requested from the Kalispell Business Improvement District. Motion was seconded by Zac Ford. Discussion: The overall cost over everything is going up now, higher quality products being install that will last 10+ years so it's a long-term investment for our community. Board approved unanimously.
- Glacier Institute submitted a grant application to help support their winter programs in 2022-2023. The Institute will have 4 programs weekly: Snowshoeing in Glacier National Park and Nordic Skiing. Motion was made by Britta Joy to approve \$4,000 to Glacier Institute for their winter programs with a stipulation that registration will track where participants are from, where they are staying (geo location in valley) and what is their primary reason for visiting the area. Motion was seconded by Robert Hall. Discussion: What is the maximum number of participants and do we have last year numbers of the total participants and where they came from? Board approved unanimously.

5. Board Discussion

a) Staff Reports

- The board and Discover Kalispell thanks Dan Moderie for his time on the board and his years at the Super 8. Congratulations on his

retirement. Dan introduced the new assistant general manager for Super 8, Hailey Wilson.

- Discover Kalispell is hosting a group press trip January 11 – 14 and two photographers during the winter season.
- Glacier National Park will release summer 2023 updates next week.
- Marisa provided updates on the September Highlander Adventure event. We are working with the event organizers to define the route. The event is now live and ready for sign up on HighlanderAdventure.com
- Discover Kalispell has launched the newly designed Discover Kalispell.com.
- Diane and Dawn met with several of the TBID hotels on the annual one-on-one touch base meetings. We hope to arrange time with the remaining properties after the new year.

Meeting was adjourned at 5:03pm

Respectfully submitted: Diane Medler

For further information, please contact:

diane@discoverkalispell.com or 406-758-2808

**Kalispell Tourism Business Improvement District
Summary of November 2022 Financial Reports**

TBID Checking account balance as of 11/30/22	\$299,226.04
KCVB Checking account balance as of 11/30/22	\$55,542.88
WFCU Reserve Account balance as of 10/12/22	\$158,589.67

TBID Account – Expense Summary

- Admin/Operations: wages/insurance; rent; accounting; phone (office, Verizon); postage; copies; email and Outlook accounts; office supplies; tech support; City of Kalispell admin fee.
- Education/Outreach: membership to MLHA
- Agency services: LBPR and Abbi Agency monthly agency fees
- Website: maintenance
- Marketing: online platform subscriptions; media buy; social media admin
- Earned Media/Tourism Sales/Incentives: TBID day with Glacier Institute lunch; MLCT incentive; Travel & Words show costs.
- Stewardship/Management: airport display

KCVB Event Account – Income and Expense Summary

Income: aRes commission

Expenses: Website redesign; audit fee for account (JCCS-Chamber); community study expenses; postage; copies.

TBID Revenue

FY23 Gross Revenue	Projected	Actual	% Change vs. projected	% Change YOY (Actual)
Total Budget (\$625,000 + rollover)	\$700,000	\$	%	%
Q1 JUL-SEP (46% of total)	\$	\$201,782	%	-13%
Q2 OCT-DEC (20.5% of total)		\$	%	%
Q3 JAN-MAR (17% of total)		\$	%	%
Q4 APR-JUN (16.5% of total)		\$	%	%
FY22 Gross Revenue	Projected	Actual	% Change vs. projected	% Change YOY (Actual)
Total Budget	\$625,000	\$605,079	-3.4%	-1%
Q1 JUL-SEP (46% of total)	\$287,500	\$232,312	-19%	3%
Q2 OCT-DEC (20.5% of total)	\$128,125	\$116,205	-10%	14%
Q3 JAN-MAR (17% of total)	\$106,250	\$101,676	-4%	-6%
Q4 APR-JUN (16.5% of total)	\$103,125	\$154,886	33%	-12%

2:17 PM

12/08/22

Accrual Basis

Tourism Business Improvement District

Balance Sheet

As of November 30, 2022

	Nov 30, 22
ASSETS	
Current Assets	
Checking/Savings	
1010 - Checking	277,461.73
1020 - Whitefish Credit Union	158,589.67
Total Checking/Savings	436,051.40
Accounts Receivable	
1200 - Accounts Receivable	1,500.00
Total Accounts Receivable	1,500.00
Total Current Assets	437,551.40
Fixed Assets	
1710 - Office Equipment	3,967.64
1820 - Web Site Development	91,230.44
Total Fixed Assets	95,198.08
TOTAL ASSETS	532,749.48
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 - Accounts Payable	7,438.17
Total Accounts Payable	7,438.17
Total Current Liabilities	7,438.17
Total Liabilities	7,438.17
Equity	
32000 - Unrestricted Net Assets	428,884.36
Net Income	96,426.95
Total Equity	525,311.31
TOTAL LIABILITIES & EQUITY	532,749.48

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12/08/22

Accrual Basis

Tourism Business Improvement District
Profit & Loss - FY23
November 2022

	Nov 22	Jul - Nov 22
Income		
4000 - TBID Revenue	201,782.00	356,668.00
4100 - Interest Income	0.00	40.17
Total Income	201,782.00	356,708.17
Expense		
6100 - Administrative/Operations		
6122 - Audit - Chamber	1,656.01	1,656.01
6125 - Accounting Services	202.50	1,057.50
6130 - Directors & Officers Insurance	0.00	1,298.00
6135 - City of Kalispell Admin Fee	1,127.85	5,000.00
6140 - Office Supplies	13.70	210.48
6150 - Postage & Copies	128.25	522.39
6160 - Rent	900.00	4,500.00
6180 - Telephone	196.31	980.19
6185 - Travel & Entertainment	194.64	607.83
6190 - Technology Support	0.00	345.00
6195 - Equipment (Software)	15.55	46.65
Total 6100 - Administrative/Operations	4,434.81	16,224.05
6200 - Personnel (wages)	18,242.11	108,507.44
6250 - Education/Outreach		
6260 - Staff Training, Prof Develop	0.00	1,415.00
6280 - Organizational Memberships	325.00	1,095.00
Total 6250 - Education/Outreach	325.00	2,510.00
6300 - Agency Services	6,950.00	23,195.00
6400 - Research	0.00	8,915.00
6500 - Website	600.00	3,831.03
6600 - Destination Marketing		
6620 - Marketing Resources		
6622 - Online Platforms/Subscriptions	314.99	7,494.97
Total 6620 - Marketing Resources	314.99	7,494.97
6640 - Paid Media		
6643 - Multimedia	3,728.10	6,334.94
6646 - Digital Asset Acquisition	0.00	763.00
6649 - Promotional Items	0.00	1,478.13
Total 6640 - Paid Media	3,728.10	8,576.07
6650 - Earned Media/Tourism Sales		
6653 - Media & Influencer Hosted Trips	166.38	4,737.68
6659 - Meeting & Group Incentives	2,900.00	4,175.34
Total 6650 - Earned Media/Tourism Sales	3,066.38	8,913.02
6680 - Travel/Trade Shows	1,460.61	3,345.61
Total 6600 - Destination Marketing	8,570.08	28,329.67
6700 - Destination Stewardship/Mgmt		
6710 - Tourism & Hospitality Training	0.00	16.56
6720 - VIC Funding	75.00	525.00
6730 - Community Outreach	0.00	25.39
Total 6700 - Destination Stewardship/Mgmt	75.00	566.95
6800 - Destination Development		
6830 - Event Grant	0.00	1,000.00
6890 - DK Events	0.00	953.87
Total 6800 - Destination Development	0.00	1,953.87
Total Expense	39,197.00	194,033.01

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12/08/22

Accrual Basis

Tourism Business Improvement District
Profit & Loss - FY23
November 2022

	Nov 22	Jul - Nov 22
Net Income	162,585.00	162,675.16

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12/08/22

Accrual Basis

Tourism Business Improvement District
Profit & Loss Budget vs. Actual FY23
 July through November 2022

	<u>Jul - Nov 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
4000 • TBID Revenue	356,668.00	700,000.00	-343,332.00	51.0%
4100 • Interest Income	40.17			
Total Income	<u>356,708.17</u>	<u>700,000.00</u>	<u>-343,291.83</u>	<u>51.0%</u>
Expense				
6100 • Administrative/Operations	16,224.05	37,000.00	-20,775.95	43.8%
6200 • Personnel (wages)	108,507.44	260,000.00	-151,492.56	41.7%
6250 • Education/Outreach	2,510.00	19,000.00	-16,490.00	13.2%
6300 • Agency Services	23,195.00	74,000.00	-50,805.00	31.3%
6400 • Research	8,915.00	15,000.00	-6,085.00	59.4%
6500 • Website	3,831.03	35,000.00	-31,168.97	10.9%
6600 • Destination Marketing	28,329.67	182,000.00	-153,670.33	15.6%
6700 • Destination Stewardship/Mgmt	566.95	15,000.00	-14,433.05	3.8%
6800 • Destination Development	1,953.87	63,000.00	-61,046.13	3.1%
Total Expense	<u>194,033.01</u>	<u>700,000.00</u>	<u>-505,966.99</u>	<u>27.7%</u>
Net Income	<u>162,675.16</u>	<u>0.00</u>	<u>162,675.16</u>	<u>100.0%</u>

Kallispell Chamber of Commerce
KCVB P&L by Class
January through November 2022

	TBID Projects									
	Spartan	aRes	Redesign	Study	Campaigns	Community Study	Reserve	TCP	Admin	TOTAL
Income										
4025.00 · Program Revenue	0.00	388.83	0.00	0.00	0.00	0.00	0.00	0.00	2,601.44	2,990.27
4400.00 · Grants & Contributions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.00	0.00	10.00
4410.00 · TBID Revenue	35,000.00	0.00	0.00	32,000.00	28,500.00	6,400.00	0.00	0.00	0.00	101,900.00
4700.00 · Special Events	10,485.21	142.76	0.00	0.00	0.00	0.00	0.00	65.00	0.00	10,692.97
Total Income	<u>45,485.21</u>	<u>531.59</u>	<u>0.00</u>	<u>32,000.00</u>	<u>28,500.00</u>	<u>6,400.00</u>	<u>0.00</u>	<u>75.00</u>	<u>2,601.44</u>	<u>115,583.24</u>
Expense										
5000.00 · Direct Program	34,272.19	0.00	0.00	0.00	0.00	294.88	0.00	90.00	8.40	34,665.47
5060.00 · Bank Fees & Service Charges	75.72	0.00	0.00	0.00	0.00	0.00	0.00	2.25	98.00	175.97
5260.00 · Insurance	979.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16.15	985.15
5520.00 · Professional Fees	0.00	0.00	21,400.00	15,222.50	34,776.77	6,400.00	0.00	0.00	2,999.42	80,798.69
5700.00 · Travel & Training	125.60	0.00	0.00	3,000.00	0.00	0.00	0.00	0.00	0.00	3,125.60
5360.00 · Meetings & Staff Meals	226.50	0.00	0.00	0.00	0.00	61.27	0.00	0.00	0.00	287.77
5420.00 · Office	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	118.57	118.57
5740.00 · Travel	73.71	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	73.71
5160.00 · Contributions & Scholarships	3,400.00	0.00	0.00	0.00	0.00	0.00	5,000.00	0.00	0.00	8,400.00
Total Expense	<u>39,152.72</u>	<u>0.00</u>	<u>21,400.00</u>	<u>18,222.50</u>	<u>34,776.77</u>	<u>6,756.15</u>	<u>5,000.00</u>	<u>92.25</u>	<u>3,240.54</u>	<u>128,640.93</u>
Net Income	<u>6,332.49</u>	<u>531.59</u>	<u>-21,400.00</u>	<u>13,777.50</u>	<u>-6,276.77</u>	<u>-356.15</u>	<u>-5,000.00</u>	<u>-17.25</u>	<u>-639.10</u>	<u>-13,047.69</u>

KALISPELL CONVENTION & VISITOR'S BUREAU

2022 EVENT BALANCES

Cash Basis

	SPARTAN RACE	INDOOR SOCCER	MTGS & CONV	VC MERCH	BWD BROCHURE	GRANTS	ARES	TBID PROJECTS	TRAVEL CONSULT	ADMIN	TOTAL
2021 Balance Forward	2,591.57	10,973.65	1,414.40	574.82	275.00	0.00	283.10	38,550.00	138.93	(400.01)	54,401.46
January	0.00	0.00	0.00	0.00	0.00	0.00	11.96	0.00	(27.00)	(235.32)	(250.36)
February	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	(180.00)	(180.00)
March	31,264.70	0.00	0.00	0.00	0.00	0.00	28.16	0.00	0.00	215.00	31,507.86
April	(294.00)	0.00	0.00	0.00	0.00	0.00	131.60	0.00	(27.00)	104.03	(85.37)
May	3,169.29	0.00	0.00	0.00	0.00	0.00	51.54	0.00	63.75	92.90	3,377.48
June	(27,901.70)	0.00	0.00	0.00	0.00	0.00	11.16	0.00	(9.00)	908.85	(26,990.69)
July	94.20	0.00	0.00	0.00	0.00	0.00	32.74	16,777.50	(9.00)	(49.36)	16,846.08
August	0.00	0.00	0.00	0.00	0.00	0.00	77.11	0.00	0.00	0.00	77.11
September	0.00	0.00	0.00	0.00	0.00	0.00	24.31	(17,412.67)	0.00	(371.25)	(17,759.61)
October	0.00	0.00	0.00	0.00	0.00	0.00	88.73	32,750.00	(27.00)	(157.50)	32,654.23
November	0.00	0.00	0.00	0.00	0.00	0.00	74.28	(51,302.98)	0.00	(1,255.67)	(52,484.37)
December	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
EVENT BALANCES	8,924.06	10,973.65	1,414.40	574.82	275.00	0.00	814.69	19,361.85	103.68	(1,328.33)	41,113.82

Kalispell Tourism Business Improvement District
Summary of December 2022 Financial Reports

TBID Checking account balance as of 12/31/22	\$251,557.65
KCVB Checking account balance as of 12/31/22	\$41,164.00
WFCU Reserve Account balance as of 10/12/22	\$158,589.67

TBID Account – Expense Summary

- Admin/Operations: wages/insurance; rent; accounting; phone (office, Verizon); postage; copies; email and Outlook accounts; office supplies; tech support.
- Marketing: online platform subscriptions; media buy (agency); winter media project deposit
- Earned Media/Tourism Sales/Incentives: lift tickets WMR for hotel campaign
- Stewardship/Management: airport display
- Development: event grant to Glacier Institute (50% payment)

KCVB Event Account – Income and Expense Summary

Income: aRes commission

Expenses: Final payment sports facility study; approved campaign media buy outside of TBID media budget; accounting fee.

TBID Revenue

FY23 Gross Revenue	Projected	Actual	% Change vs. projected	% Change YOY (Actual)
Total Budget (\$625,000 + rollover)	\$700,000	\$	%	%
Q1 JUL-SEP (46% of total)	\$	\$201,782	%	-13%
Q2 OCT-DEC (20.5% of total)		\$	%	%
Q3 JAN-MAR (17% of total)		\$	%	%
Q4 APR-JUN (16.5% of total)		\$	%	%
FY22 Gross Revenue	Projected	Actual	% Change vs. projected	% Change YOY (Actual)
Total Budget	\$625,000	\$605,079	-3.4%	-1%
Q1 JUL-SEP (46% of total)	\$287,500	\$232,312	-19%	3%
Q2 OCT-DEC (20.5% of total)	\$128,125	\$116,205	-10%	14%
Q3 JAN-MAR (17% of total)	\$106,250	\$101,676	-4%	-6%
Q4 APR-JUN (16.5% of total)	\$103,125	\$154,886	33%	-12%

3:43 PM

Tourism Business Improvement District

01/13/23

Balance Sheet

Accrual Basis

As of December 31, 2022

	Dec 31, 22
ASSETS	
Current Assets	
Checking/Savings	
1010 • Checking	237,241.96
1020 • Whitefish Credit Union	160,431.16
Total Checking/Savings	397,673.12
Total Current Assets	397,673.12
Fixed Assets	
1710 • Office Equipment	3,967.64
1820 • Web Site Development	91,230.44
Total Fixed Assets	95,198.08
TOTAL ASSETS	492,871.20
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
2000 • Accounts Payable	8,145.44
Total Accounts Payable	8,145.44
Total Current Liabilities	8,145.44
Total Liabilities	8,145.44
Equity	
32000 • Unrestricted Net Assets	428,648.11
Net Income	56,077.65
Total Equity	484,725.76
TOTAL LIABILITIES & EQUITY	492,871.20

10:41 AM

Tourism Business Improvement District

01/13/23

Profit & Loss - FY23

Accrual Basis

December 2022

	Dec 22	Jul - Dec 22
Income		
4000 • TBID Revenue	0.00	356,668.00
4100 • Interest Income	22.31	62.48
Total Income	22.31	356,730.48
Expense		
6100 • Administrative/Operations		
6122 • Audit - Chamber	0.00	1,656.01
6125 • Accounting Services	0.00	1,057.50
6130 • Directors & Officers Insurance	0.00	1,298.00
6135 • City of Kalispell Admin Fee	0.00	5,000.00
6140 • Office Supplies	19.69	230.17
6150 • Postage & Copies	76.74	599.13
6160 • Rent	900.00	5,400.00
6180 • Telephone	233.75	1,251.45
6185 • Travel & Entertainment	204.88	812.71
6190 • Technology Support	75.00	495.00
6195 • Equipment (Software)	15.55	62.20
Total 6100 • Administrative/Operations	1,525.61	17,862.17
6200 • Personnel (wages)	18,702.18	127,209.62
6250 • Education/Outreach		
6260 • Staff Training, Prof Develop	0.00	1,415.00
6280 • Organizational Memberships	0.00	1,095.00
Total 6250 • Education/Outreach	0.00	2,510.00
6300 • Agency Services	4,050.00	27,245.00
6400 • Research	0.00	8,915.00
6500 • Website	0.00	3,831.03
6600 • Destination Marketing		
6620 • Marketing Resources		
6622 • Online Platforms/Subscriptions	34.99	7,529.96
Total 6620 • Marketing Resources	34.99	7,529.96
6640 • Paid Media		
6643 • Multimedia	8,087.81	14,422.75
6646 • Digital Asset Acquisition	6,000.00	6,763.00
6649 • Promotional Items	0.00	1,478.13
Total 6640 • Paid Media	14,087.81	22,663.88
6650 • Earned Media/Tourism Sales		
6653 • Media & Influencer Hosted Trips	0.00	4,737.68
6659 • Meeting & Group Incentives	1,700.00	5,875.34
Total 6650 • Earned Media/Tourism Sales	1,700.00	10,613.02
6680 • Travel/Trade Shows	0.00	3,345.61
Total 6600 • Destination Marketing	15,822.80	44,152.47
6700 • Destination Stewardship/Mgmt		
6710 • Tourism & Hospitality Training	0.00	16.56
6720 • VIC Funding	0.00	525.00
6730 • Community Outreach	0.00	25.39
Total 6700 • Destination Stewardship/Mgmt	0.00	566.95
6800 • Destination Development		
6830 • Event Grant	2,000.00	3,000.00
6890 • DK Events	0.00	953.87
Total 6800 • Destination Development	2,000.00	3,953.87
Total Expense	42,100.59	236,246.11

Tourism Business Improvement District
Profit & Loss - FY23
December 2022

	Dec 22	Jul - Dec 22
Net Income	-42,078.28	120,484.37

10:41 AM

01/13/23

Accrual Basis

Tourism Business Improvement District
Profit & Loss Budget vs. Actual FY23
 July through December 2022

	<u>Jul - Dec 22</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Income				
4000 • TBID Revenue	356,668.00	700,000.00	-343,332.00	51.0%
4100 • Interest Income	62.48			
Total Income	<u>356,730.48</u>	<u>700,000.00</u>	<u>-343,269.52</u>	<u>51.0%</u>
Expense				
6100 • Administrative/Operations	17,862.17	37,000.00	-19,137.83	48.3%
6200 • Personnel (wages)	127,209.62	260,000.00	-132,790.38	48.9%
6250 • Education/Outreach	2,510.00	19,000.00	-16,490.00	13.2%
6300 • Agency Services	27,245.00	74,000.00	-46,755.00	36.8%
6400 • Research	8,915.00	15,000.00	-6,085.00	59.4%
6500 • Website	3,831.03	35,000.00	-31,168.97	10.9%
6600 • Destination Marketing	44,152.47	182,000.00	-137,847.53	24.3%
6700 • Destination Stewardship/Mgmt	566.95	15,000.00	-14,433.05	3.8%
6800 • Destination Development	3,953.87	63,000.00	-59,046.13	6.3%
Total Expense	<u>236,246.11</u>	<u>700,000.00</u>	<u>-463,753.89</u>	<u>33.7%</u>
Net Income	<u>120,484.37</u>	<u>0.00</u>	<u>120,484.37</u>	<u>100.0%</u>

Kalispell Chamber of Commerce
KCVB P&L by Class
January through December 2022





	TBID Projects										
	Spartan	aRes	Website Redesign	Sports Study	Campaigns	Community Study	Reserve Acct	Total TBID Projects	TCP	Admin	TOTAL
Income											
4025.00 - Program Revenue	0.00	447.38	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,601.44	3,048.82
4400.00 - Grants & Contributions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.00	0.00	10.00
4410.00 - TBID Revenue	35,000.00	0.00	0.00	32,000.00	28,500.00	6,400.00	0.00	66,900.00	0.00	0.00	101,900.00
4700.00 - Special Events	10,485.21	142.76	0.00	0.00	0.00	0.00	0.00	0.00	65.00	0.00	10,692.97
Total Income	45,485.21	590.14	0.00	32,000.00	28,500.00	6,400.00	0.00	66,900.00	75.00	2,601.44	115,651.79
Expense											
5000.00 - Direct Program	34,272.19	0.00	0.00	0.00	0.00	294.88	0.00	294.88	90.00	8.40	34,665.47
5060.00 - Bank Fees & Svc Chgs	75.72	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2.25	98.00	175.97
5260.00 - Insurance	979.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16.15	995.15
5520.00 - Professional Fees	0.00	0.00	21,400.00	30,445.00	37,889.82	6,400.00	0.00	96,134.82	0.00	3,179.42	99,314.24
5700.00 - Travel & Training	199.31	0.00	0.00	3,000.00	0.00	433.05	0.00	3,433.05	0.00	0.00	3,632.36
5360.00 - Meetings & Staff Meals	226.50	0.00	0.00	0.00	0.00	61.27	0.00	61.27	0.00	0.00	287.77
5420.00 - Office	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	118.57	118.57
5160.00 - Contrib & Scholarsh	3,400.00	0.00	0.00	0.00	0.00	0.00	5,000.00	5,000.00	0.00	0.00	8,400.00
Total Expense	39,152.72	0.00	21,400.00	33,445.00	37,889.82	7,189.20	5,000.00	104,924.02	92.25	3,420.54	147,589.53
Net Income	6,332.49	590.14	-21,400.00	-1,445.00	-9,389.82	-789.20	-5,000.00	-38,024.02	-17.25	-819.10	-31,937.74

KALISPELL CONVENTION & VISITOR'S BUREAU
2022 EVENT BALANCES
Cash Basis

	SPARTAN RACE	INDOOR SOCCER	MTGS & CONV	VC MERCH	BWD BROCHURE	GRANTS	ARES	TBID PROJECTS	TRAVEL CONSULT	ADMIN	TOTAL
2021 Balance Forward	2,591.57	10,973.65	1,414.40	574.82	275.00	0.00	283.10	38,550.00	138.93	(400.01)	54,401.46
January	0.00	0.00	0.00	0.00	0.00	0.00	11.96	0.00	(27.00)	(235.32)	(250.36)
February	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	(180.00)	(180.00)
March	31,264.70	0.00	0.00	0.00	0.00	0.00	28.16	0.00	0.00	215.00	31,507.86
April	(294.00)	0.00	0.00	0.00	0.00	0.00	131.60	0.00	(27.00)	104.03	(85.37)
May	3,169.29	0.00	0.00	0.00	0.00	0.00	51.54	0.00	63.75	92.90	3,377.48
June	(27,901.70)	0.00	0.00	0.00	0.00	0.00	11.16	0.00	(9.00)	908.85	(26,990.69)
July	94.20	0.00	0.00	0.00	0.00	0.00	32.74	16,777.50	(9.00)	(49.36)	16,846.08
August	0.00	0.00	0.00	0.00	0.00	0.00	77.11	0.00	0.00	0.00	77.11
September	0.00	0.00	0.00	0.00	0.00	0.00	24.31	(17,412.67)	0.00	(371.25)	(17,759.61)
October	0.00	0.00	0.00	0.00	0.00	0.00	88.73	32,750.00	(27.00)	(157.50)	32,654.23
November	0.00	0.00	0.00	0.00	0.00	0.00	74.28	(51,302.98)	0.00	(1,255.67)	(52,484.37)
December	0.00	0.00	0.00	0.00	0.00	0.00	58.55	(18,835.87)	(9.00)	(182.10)	(18,968.42)
EVENT BALANCES	8,924.06	10,973.65	1,414.40	574.82	275.00	0.00	873.24	525.98	94.68	(1,510.43)	22,145.40

WEBSITE (Y/Y Comparison) NOVEMBER			
<div>Users</div> <div>23,678</div> <div>+63% YOY, -25% MOM</div>	<div>Pgs/Session</div> <div>2.64</div> <div>-19.03% YOY, +0.32% MOM</div>	<div>Session Duration</div> <div>00:39</div> <div>-48.2% YOY, +0.66% MOM</div>	<div>Page Views</div> <div>68,793</div> <div>+17.9% YOY, -25.11% MOM</div>
<div>Top Cities</div> <div>1. Los Angeles</div> <div>2. (not set)</div> <div>3. Seattle</div> <div>4 Las Vegas</div> <div>5. Kalispell</div> <div>6. Denver</div> <div>7. Phoenix</div> <div>8. Calgary</div> <div>9. Chicago</div> <div>10. Dallas</div>	<div>Top Pages</div> <div>1. Town & Trails Pass</div> <div>2. Fall Under The Spell</div> <div>3. Home page</div> <div>4. TTD Downtown</div> <div>5. Winter In Kalispell</div> <div>6. TTD</div> <div>7. Lodging</div> <div>8. TTD-GNP</div> <div>9. TTD-Flathead Lake</div> <div>10. Get The Guide</div>		<div>aRes (Google Analytics)</div> <div>list views 4742 (-3.26%)</div> <div>list clicks 153 (-6.13%)</div> <div>list CTR 3.23% (-2.97%)</div> <div>Lodging Page</div> <div>page views 1,007 (+5.89%)</div>

CONVERSIONS (digital) - NOVEMBER		
	Month	YTD (fiscal)
VG Requests (web-online/postal)	187	1,330
Newsletter subscribers	1,375	6,370
aRes reservations booked	10	54
aRes room nights booked	16	100
Future grp rm/nts contracted	0	253

SOCIAL MEDIA - NOVEMBER				
				
Followers	38,720	19,870	103,000	4,095
Impressions (organic)	77,114	160,370	16,860	1,856
Reach/profile visits	74,204	145,395	361,000	
Reach/stories		38,173		
Link Clicks		170		

VISITOR INFORMATION CENTER - NOVEMBER			
	Month	YTD (fiscal)	YTD (calendar)
Calls	44	423	1,005
Walk-ins	95	1,479	2,337
Intercom (web chat)	35	243	585
VG's requested	177	996	2,717
TOTAL		3,141	6,644

GROUP SALES - NOVEMBER	
RFP's Sent to Hotels	4
Proposals to Clients	2
Groups Assisted	2
Future group rooms won	0

MARKETING CAMPAIGNS - NOVEMBER
PAID: Fall Under The Spell ran on display, social and YouTube - 258k imp; 0.18% CTR; \$273.34 spend. SEM - 13,644 imp; 807 clicks. DISPLAY - 438k imp; 980 clicks. SOCIAL - 1 M imp; 11,769 cicks. YOU TUBE - 272k imp; 745 clicks. LINKED IN - 17,249 imp; 179 clicks. TOWN & TRAILS PASS - 1.3M imp; 10,739 clicks. SKI PACKAGE - 180k imp; 0.28% CTR; \$428.71 spend.

EARNED MEDIA: 10 Best U.S. Winter Vacation Towns for Non-Skiers - Best Life Online, 14.5M reach. Kalispell Chamber Weighs Resort Tax as Part of Growth Study , DIL, Yahoo News.
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PARTNERS		
	Month (Y/Y)	YTD
Airport Enplanements - NOV	22,563 (1.1%)	397,248 (-4.6%)
GNP Recreational Visits - OCT	115,740 (-22.6 %)	2,873,237 (-5.4%)

LODGING				LODGING - NOVEMBER			
		Running 12					
Annual Averages	YTD 2022	Mths	FY23 YTD Avg	NOVEMBER	YOY	vs 2019	
Kalispell							
OCC	59.2%	57.3%	66.5%	41.4%	-1.0%	31.8%	
econ class	53.8%			35.9%	-1.0%		
mid/upper	61.4%			43.5%	-1.1%		
ADR	\$146.01	\$142.24	\$167.94	\$95.62	9.7%	35.8%	
econ class	\$93.88			\$61.15	0.8%		
mid/upper	\$164.76			\$106.60	11.2%		
RevPAR	\$86.44	\$81.56	\$119.11	Comp Set OCC	50.2%	-0.3%	4.4%

Weekly STR

	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	
OCC	Nov 17	18	19	20	21	22	23	24	25	26	27	28	29	30	Dec 1	2	3	Run MTD
2022	40.9	32.5	33.1	27.9	35.1	33.3	29.6	36.1	39.9	32.6	25.2	36.0	42.3	41.3	38.5	41.5	39.8	41.3
2021	43.8	43.7	45.6	32.3	35.9	36.4	30.8	34.6	36.6	32.4	26.1	36.9	41.1	42.8	40.6	49.2	47.9	42.1
% change	-6.7	-25.5	-27.3	-13.5	-2.2	-8.5	-3.8	4.4	9.1	0.7	-3.4	-2.4	3.0	-3.6	-5.2	-15.6	-17.0	-2.0
ADR 2022	99.17	97.67	96.37	90.01	93.53	83.37	96.51	93.75	94.93	93.98	86.40	91.31	102.06	93.39	92.57	94.39	94.31	95.53

Short Term Rental Data - AirDNA

Kalispell City Limits - November 2022 vs November 2021

Property Type: Entire Place	Available Listings			Occupancy Rate			Average Daily Rate		
	2021	2022	% Chg	2021	2022	% Chg	2021	2022	% Chg
	77	129	67.5%	56%	39%	-30.2%	\$214	\$278	29.5%
Booked Listings			RevPAR						
2021	2022	% Chg	2021	2022	% Chg				
51	76	49.0%	120	108	-9.7%				

FY23 – November 2022 Monthly Report

Dawn Jackson, Group Sales Manager

RFP's/RFI's Sent:

- 2023 – July – Glacier National Park & Banff Tour
- 2023 – April – MT Association of Chamber Executives
- 2023 – January – Military Training Group (From Grouse Mountain)
- 2024 – WICSEC Annual Training Conference

Proposals Sent:

- 2023 – July – Glacier National Park & Banff Tour
- 2023 – April – MT Association of Chamber Executives

Working leads:

- 2023 – October - Montana's Credit Union Fall Conference – Organizer deciding on hotel and will sign contract in November- waiting to hear back on signed contract
- 2023 – June – High School National Invite – Ultimate Frisbee Tournament – working with organizer and FSC on potentially securing fields for their tournament-waiting to hear back the status-will leave a few more messages and if I don't hear back will trace for their 2024 event.
- WICSEC
- 2023 – September – American Cruise Lines, Inc – 2023 National Parks Legendary Rivers -Left more messages for travel buyer
- 2023 – September – Correctional Education Association – Received through Chamber request for information on meeting space – this is an 8-region area conference will be out for a visit in September with another supervisor, offered assistance, said he would call in October-LVM will leave one more message than trace for next August
- 2022 October - Northwest Rental Association – Confirmed for October and sent proposals to Heather. Board is doing a walk through on September 22, 2022. Choose Red Lion and Hampton Inn, Heather will work on the getting contracts signed.
- 2023 – October - Dermatology Conference – Still waiting on organizer
- 2024 or 2025 – September - Montana Tavern Association Annual Convention & Trade Show – working with John Iverson - presenting Kalispell to their board at their September meeting will follow up in September – looking at Kalispell for 2025
- 2023 Optional dates January-May – Agro Climate Workshop – status unknown
- 2024 – March – National Association of State Comptrollers (NASC) Annual Conference – I have spoken with the planners, and they are following up with me in November, LVM
- 2023 – May – Spartan Staff Rooms – will make definite when contract is received
- 2023 – TBD – ISPS – working with Manuel to set up a site-visit

Working Leads Lost or Turned Down:

- 2023 – January – Military Training Group (From Grouse Mountain) – Had a Whitefish property offer government per-diem

RFP's Won:

Group Assist:

- Jason Cronk - Immanuel Lutheran board retreat venue suggestions
- Transportation contacts

November Highlights:

- Out on vacation from November 7-18 and November 23-25 for Thanksgiving
- Helped Glacier Country with planning for Scott Andretti with Sport Leisure Vacations for a December FAM-he wants to create a holiday winter product
- Chamber all-staff teambuilding event

Future Conferences & Large Events**2022**

November

- The Market Beautiful Christmas Show – November 11-12 – Fairgrounds
- Artists & Craftsmen of the Flathead Christmas Show – November 25-27 - Fairgrounds

2023

April

- *Northwest USA Spotlight Pre-FAM – April 15 – Hampton Inn
- *MT Association of Chamber Executives (MACE) – April 26-28 – TBD
- *40th Annual Big Sky Handbell Festival – April 28-30 - TBD

May

- *Spartan – May 6-7 – Bigfork
- *Battalion Reunion – May 9-12 – Red Lion
- *State AA Tennis – May 25-26 – FVCC Courts hosted by Glacier HS

June

- *Yellowstone TV Series Tours (booked through US Tours) – June 15-16 – Red Lion

July

- *Yellowstone TV Series Tours (booked through US Tours) – July 18-19 – Red Lion

August

- *Yellowstone TV Series Tours (booked through US Tours) – August 10-11 – Red Lion
- *Yellowstone TV Series Tours (booked through US Tours) – August 12-13 – Red Lion

September

- *Yellowstone TV Series Tours (booked through US Tours) – September 15-16 – Red Lion
- *Northwest Rental Association – September 27-October 1 – Red Lion, Hampton Inn & Fairgrounds

October





- *State Cross Country – October 21 – Rebecca Farm

12/5/2022

*Indicates Discover Kalispell has booked the group/event or assisting in some way. Others are events that may affect occupancy in Kalispell.

WEBSITE (Y/Y Comparison) DECEMBER - *website launched, data is not accurate			
<div>Users *</div> <div>13,542</div> <div>+10.4% YOY, -45% MOM</div>	<div>Pgs/Session</div> <div>2.64</div> <div>+2.05% YOY, +19.4% MOM</div>	<div>Session Duration</div> <div>00:53</div> <div>-22.9% YOY, +34.3% MOM</div>	<div>Page Views *</div> <div>46,657</div> <div>-20.8% YOY, -34.8% MOM</div>
<div>Top Cities</div> <div>1. Los Angeles</div> <div>2. (not set)</div> <div>3. Seattle</div> <div>4 Las Vegas</div> <div>5. Kalispell</div> <div>6. Denver</div> <div>7. Phoenix</div> <div>8. Calgary</div> <div>9. Chicago</div> <div>10. Dallas</div>	<div>Top Pages</div> <div>1. Town & Trails Pass</div> <div>2. Home page</div> <div>3. Winter in Kalispell</div> <div>4. Budket List Adventures</div> <div>5. Get The Guide</div> <div>6. TTD</div> <div>7. Fall Under Spell</div> <div>8. Downtown</div> <div>9. Winter Beyond Slopes</div> <div>10. Events</div>		<div>aRes (Google Analytics) *</div> <div>list views n/a</div> <div>list clicks n/a</div> <div>list CTR n/a</div> <div>Lodging Page - Find Best Sleep</div> <div>page views 398 (n/a)</div>

CONVERSIONS (digital) - DECEMBER		
	Month	YTD (fiscal)
VG Requests (web-online/postal)	2	1,332 *
Newsletter subscribers	171	6,541 *
aRes reservations booked	30	84
aRes room nights booked	50	150
Future grp rm/nts contracted	209	462

SOCIAL MEDIA - DECEMBER				
				
Followers	38,738	19,959	120,000	4,124
Impressions (organic)	59,795	83,784	17,640	1,957
Reach/profile visits	58,724	77,647	426,700	
Reach/stories		22,887		
Link Clicks		63		

VISITOR INFORMATION CENTER - DECEMBER			
	Month	YTD (fiscal)	YTD (calendar)
Calls	35	502	1,084
Walk-ins	28	1,602	2,460
Intercom (web chat)	26	304	646
VG's requested	133	1,233	2,954
TOTAL		3,641	7,144

LODGING				LODGING - DECEMBER			
Annual Averages	Running 12				DECEMBER	YOY	vs 2019
	YTD 2022	Mths	FY23 YTD Avg				
Kalispell							
OCC	57.3%	57.3%	61.4%		38.9%	0.0%	21.2%
econ class	52.0%				31.4%	0.0%	
mid/upper	59.4%				41.7%	-0.2%	
ADR	\$143.26	\$143.26	\$155.53		\$93.02	8.8%	33.0%
econ class	\$92.27				\$59.86	1.5%	
mid/upper	\$161.51				\$102.66	9.9%	
RevPAR	\$82.06	\$82.06	\$104.75		45.4%	-6.2%	44.0%

Weekly STR

	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
OCC	Dec																
	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31
2022	40.9	45.6	42.1	28.8	34.0	40.4	37.5	34.6	35.2	30.6	30.9	36.7	42.5	42.7	42.1	40.4	44.7
2021	42.8	50.9	49.2	30.9	35.4	37.3	33.3	30.1	29.0	30.4	33.1	37.3	38.6	40.1	36.6	43.8	36.1
% change	-4.4	-10.4	-14.4	-6.8	-3.9	8.2	12.6	14.7	21.3	0.7	-6.7	-1.8	10.1	6.5	14.9	-7.8	23.8
ADR 2022	97.60	99.31	96.90	87.18	92.68	93.60	93.38	93.55	91.78	91.68	90.89	94.39	95.41	94.75	95.43	101.65	100.24

Short Term Rental Data - AirDNA

Kalispell City Limits - December 2022 vs December 2021

Property Type:	Available Listings			Occupancy Rate			Average Daily Rate		
	2021	2022	% Chg	2021	2022	% Chg	2021	2022	% Chg
	84	148	76.2%	53%	37%	-31.0%	\$248	\$296	19.2%
Entire Place	Booked Listings						RevPAR		
	2021	2022	% Chg				2021	2022	% Chg
	70	111	58.6%				132	108	-17.8%

FY23 – December 2022 Monthly Report

Dawn Jackson, Group Sales Manager

RFP's/RFI's Sent:

Proposals Sent:

Working leads:

- 2023 – April – MT Association of Chamber Executives – waiting for confirmation of hotel
- 2023 – June – High School National Invite – Ultimate Frisbee Tournament – working with organizer and FSC on potentially securing fields for their tournament-waiting to hear back the status-will leave a few more messages and if I don't hear back will trace for their 2024 event-have not heard back will retrace for February
- 2023 – September – American Cruise Lines, Inc – 2023 National Parks Legendary Rivers -Left more messages for travel buyer-left messages and sent emails, will retrace for February
- 2022 October - Northwest Rental Association – Confirmed for October and sent proposals to Heather. Board is doing a walk through on September 22, 2022. Choose Red Lion and Hampton Inn-waiting for signed contracts.
- 2024 or 2025 – September - Montana Tavern Association Annual Convention & Trade Show – working with John Iverson - presenting Kalispell to their board at their September meeting will follow up in September – looking at Kalispell for 2025
- 2024 – March – National Association of State Comptrollers (NASC) Annual Conference – I have spoken with the planners, and they are following up with me in November-will leave a few more messages then trace for October 2023
- 2023 – May – Spartan Staff Rooms – will make definite when contract is received
- 2023 – TBD – ISPS – working with Manuel to set up a site-visit

Working Leads Lost or Turned Down:

RFP's Won:

- 2023 – October - Montana's Credit Union Fall Conference – 165 rooms - Hilton
- 2023 - Rupier Tours – Glacier National Park & Banff Tour – 44 rooms – Red Lion

Group Assist:

December Highlights:

- Scott Andrelli – Sport Leisure Vacation tour operator – Provided area information and things to do and did a Conrad Mansion tour
- Annual Hotel Visits
- Attended Evergreen Chamber Banquet
- Researched new CRM's
- Began Ski Lift Ticket hotel deliveries
- Provided what's new for Glacier Country for 2024 shows
- Set up aRes Highlander link
- Worked on Hubspot Tutorials

Future Conferences & Large Events

2023

January

- Glacier Challenge Gymnastics Meet – January 13-15 – Fairgrounds

February

- Maverick Memorial Wrestling Tournament – February 25 – Fairgrounds

March

- MT Indoor Soccer Tournament – March 17-19 - Fairgrounds

April

- *Northwest USA Spotlight Pre-FAM – April 15 – Hampton Inn
- *MT Association of Chamber Executives (MACE) – April 26-28 – TBD
- *40th Annual Big Sky Handbell Festival – April 28-30 - TBD

May

- *Spartan – May 6-7 – Bigfork
- *Battalion Reunion – May 9-12 – Red Lion
- *State AA Tennis – May 25-26 – FVCC Courts hosted by Glacier HS

June

- Kalispell PBR – June 2 - Fairgrounds
- *Yellowstone TV Series Tours (booked through US Tours) – June 15-16 – Red Lion

July

- *Rupier Tours – July 12-13, 2023 – Red Lion
- *Yellowstone TV Series Tours (booked through US Tours) – July 18-19 – Red Lion

August

- NW Montana Fair & Rodeo – August 16-20 - Fairgrounds
- *Yellowstone TV Series Tours (booked through US Tours) – August 10-11 – Red Lion
- *Yellowstone TV Series Tours (booked through US Tours) – August 12-13 – Red Lion

September

- *Yellowstone TV Series Tours (booked through US Tours) – September 15-16 – Red Lion
- *Northwest Rental Association – September 27-October 1 – Red Lion, Hampton Inn & Fairgrounds

October

- *MT Credit Union Fall Conference – October 17-19 - Hilton
- *State Cross Country – October 21 – Rebecca Farm

1/9/2023

*Indicates Discover Kalispell has booked the group/event or assisting in some way. Others are events that may affect occupancy in Kalispell.